



**SIX STEPS TO SCALE YOUR  
BUSINESS & GROW PROFIT**

***SESSION 3 - "MARKETING"***



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# YOUR GUIDES

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**JEFF BUSH**  
*C.E.O.*



**DAVID BUSH**  
*C.O.O.*



# WHY DO BUSINESS OWNERS FAIL TO SCALE & GROW PROFIT?

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## LACK OF VISION & MOTIVATION

- *They don't have a clear vision of what's possible*
- *Fear, limiting beliefs*
- *Lack a guide who can show them what's possible*

## INEFFICIENT MARKETING & LOW SALES VOLUME

- *Not enough marketing/leads*
- *Lack of a high-performance sales team*
- *Lack of processes and systems to drive revenue growth*

## LOW MARGINS & HIGH EXPENSES

- *Missed opportunities*
- *Extra costs*
- *Not enough value add*

**SIX STEPS TO SCALE  
YOUR BUSINESS &  
GROW PROFIT**

***IMPROVE YOUR  
MARKETING PLAN***



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# SIX STEPS TO SCALE YOUR BUSINESS & GROW PROFIT

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**OPERATIONS**

*EXPAND*

**LEADERSHIP**

*ENHANCE*

**SALES**

*GROW*

**MARKETING**

*IMPROVE*

**BIZ PLAN**

*REFINE*

**ASSESS**

*EVALUATE*



# MARKETING PLAN

## ✓ • TARGET AUDIENCE



## Defining Your Target Audience

1. Gather Data
2. Demographic Information
3. Psychographic Factors
4. Needs, Wants, and Desires
5. Communication Preferences
6. Behavioral Patterns



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# MARKETING PLAN

- ✓ • TARGET AUDIENCE
- ✓ • BUDGET



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# MARKETING PLAN

- ✓ • TARGET AUDIENCE
- ✓ • BUDGET
- ✓ • PHASES

Lead Generation



In Process

Retention/Referrals



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# MARKETING PLAN

- ✓ • **TARGET AUDIENCE**
- ✓ • **BUDGET**
- ✓ • **PHASES**
- ✓ • **STRATEGIES**

## Your Options:

1. **Lower Cost** - Retention, Referrals, Content (blog, social media podcast)
2. **Medium Cost** - Pay-Per-Click (PPC) Advertising, Search Engine Optimization (SEO), Influencer Marketing, Webinars and Workshops
3. **Higher Cost** - Television and Radio Advertising, Trade Shows and Exhibitions, Print Advertising, Sponsorships



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# MARKETING PLAN

- ✓ • **TARGET AUDIENCE**
- ✓ • **BUDGET**
- ✓ • **PHASES**
- ✓ • **STRATEGIES**
- ✓ • **OFFER**

What's your U.V.P. (*Unique* Value Proposition)?

Things to Include In Your Offer:

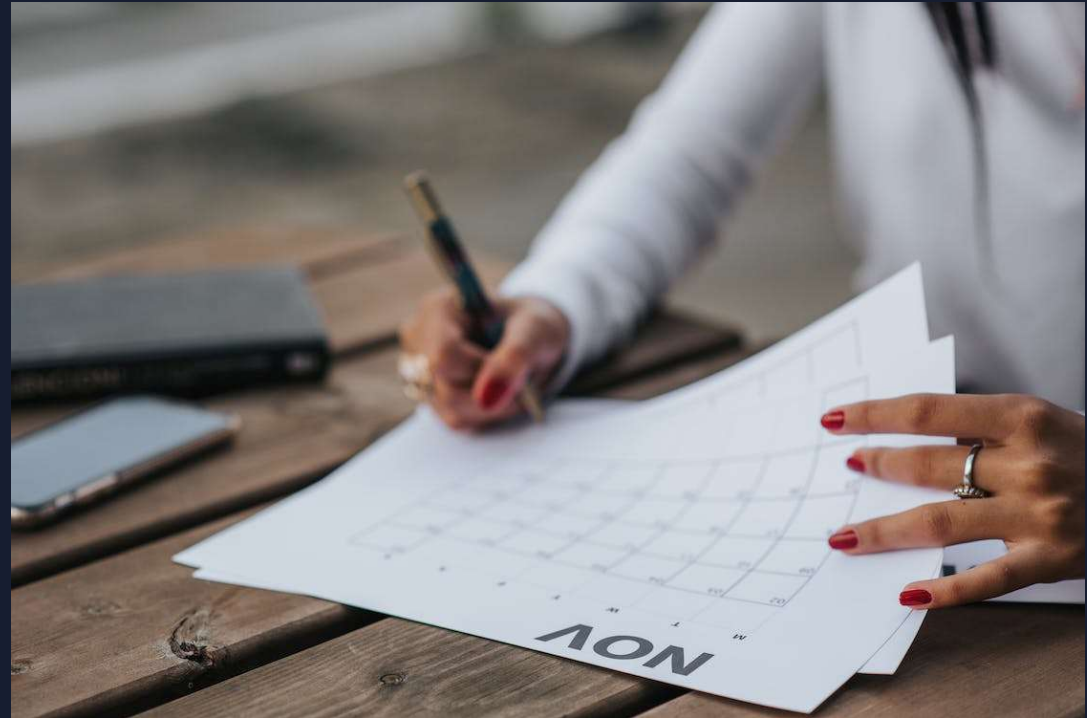
1. Contrast
2. Urgency
3. Scarcity
4. Reciprocation
5. Value
6. Social Proof



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# MARKETING PLAN

- ✓ • TARGET AUDIENCE
- ✓ • BUDGET
- ✓ • PHASES
- ✓ • STRATEGIES
- ✓ • OFFER
- ✓ • CALENDAR



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# MARKETING PLAN

- ✓ • TARGET AUDIENCE
- ✓ • BUDGET
- ✓ • PHASES
- ✓ • STRATEGIES
- ✓ • OFFER
- ✓ • CALENDAR
- ✓ • VIRTUAL ASSISTANT



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# MARKETING PLAN

- ✓ • TARGET AUDIENCE
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- ✓ • VIRTUAL ASSISTANT
- ✓ • REFERRAL PARTNERS



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# MARKETING PLAN

- ✓ • TARGET AUDIENCE
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- ✓ • VIRTUAL ASSISTANT
- ✓ • REFERRAL PARTNERS
- ✓ • **BRANDING**

## BRANDING

- IDENTITY
  - LOGO
    - DESIGN
      - STRATEGY
        - MARKETING

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BUSINESS ASSESSMENT!**



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## STEP 3: IMPROVE YOUR MARKETING PLAN

**Target Audience** – Who is your ideal client/customer?

**Budget** – What is your monthly/annual marketing budget?

**Phases** – Do you have a written plan to generate leads, retain clients/customers and generate referrals?

**Strategies** – Do you know what your top 3 marketing strategies are?

**Offer** – Do you have a compelling offer that clients/customers can't refuse?

**Calendar** – Do you have a quarterly/annual marketing calendar in writing?

**V.M.A.** – Have you explored the possibilities of hiring a virtual marketing assistant?

**Referral Partners** – Do you have a system for generating referrals?

**Brand** – Does your brand stand out in a competitive marketplace?



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